

PATENT

Docket No. RSW920030014US1

(356928.00017)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS:	David A. Selby	Confirmation No. 2671
APPLICATION NO.	10/674,188	
FILED:	September 29, 2003	Examiner: D. Lastra
CASE NO.	RSW920030014US1	Group Art Unit: 3688
TITLE:	INCENTIVE-BASED WEBSITE ARCHITECTURE	

FILED ELECTRONICALLY ON January 7, 2010

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY AND AMENDMENT UNDER 37 C.F.R. §1.111
TO OFFICE ACTION MAILED OCTOBER 7, 2009

Sir:

This is in response to the Office Action, mailed October 7, 2009, having a period for response set to expire on January 7, 2010. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 5 of this paper.